



Default Prevention: You Are The Key!

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We Help Put America Through School



Default Prevention Through Innovation and Partnership

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What is Default Prevention?

Default Prevention is a combination of strategies used to assist students and schools in the successful repayment of federal student loans



Topics

- The target audience
- The message
- Partnerships
- Early intervention
- What we're doing and what works
- What's next



The target audience...

- Demographics
- Info seeking/Info gathering characteristics
- Key point:
 - *How does this group seek and gather information?*



Default Prevention Message

- Keep it Short & Simple
- Oregon messages
 - Keep in contact
 - Repayment is required
 - Explore all options
 - Understand the consequences
- Keep it positive!



Partnerships

■ Task Force

– Facilitated work team made up of school financial aid administrators from all segments in the state:

- 2-year public colleges
- 4-year public universities
- Independent colleges
- Proprietary schools

■ Lenders and Servicers

■ Mapping-Your-Future



Early Intervention



- ASPIRE Program
 - Access to Student Assistance Programs in Reach of Everyone
- Oregon College Savings Plan
 - www.oregoncollegesavings.com
- Work with tribal leaders



What we're doing...

- Default Prevention unit has 6 FTE
- Send out letters at regular intervals after receipt of LRA
- CAM file exchange with lenders expedites exchange of information
- Currently sending biweekly Electronic NSLDS submissions



Helping schools with their default rates...

- Customized debt management plans
- Assist with pre-claim list process
- Debt management training for FA staff
- Customized entrance and exit counseling



Personal touch



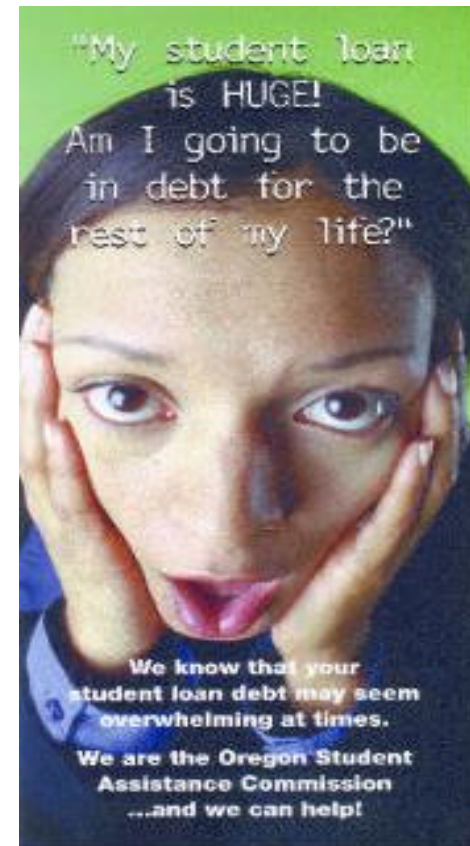
Tactics: What Works

- Keep those phone calls and letters coming!
- Internet site
 - www.collegeloan.org
- Borrower Advocate
- Consult professional advertisers
- Radio



Media

- Publications
 - Consolidation brochure
 - “Life After Debt” workbook
- Forms and information available on website
- E-News and Technical updates
- Public Information - Marketing Director





What's Next for Oregon?

- Financial aid staff training
- More radio
- On line entrance and exit counseling
- Other ideas...
 - Transit ads?
 - Non-traditional vehicles?
 - Pre-Movie ads?



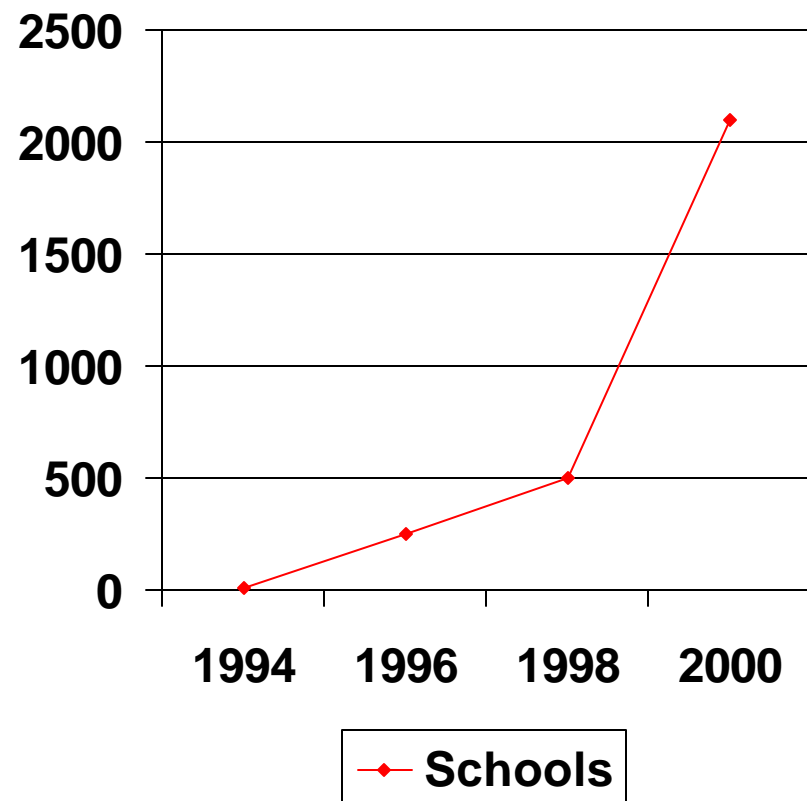
We now
return you
to your
regular life...





Contract History

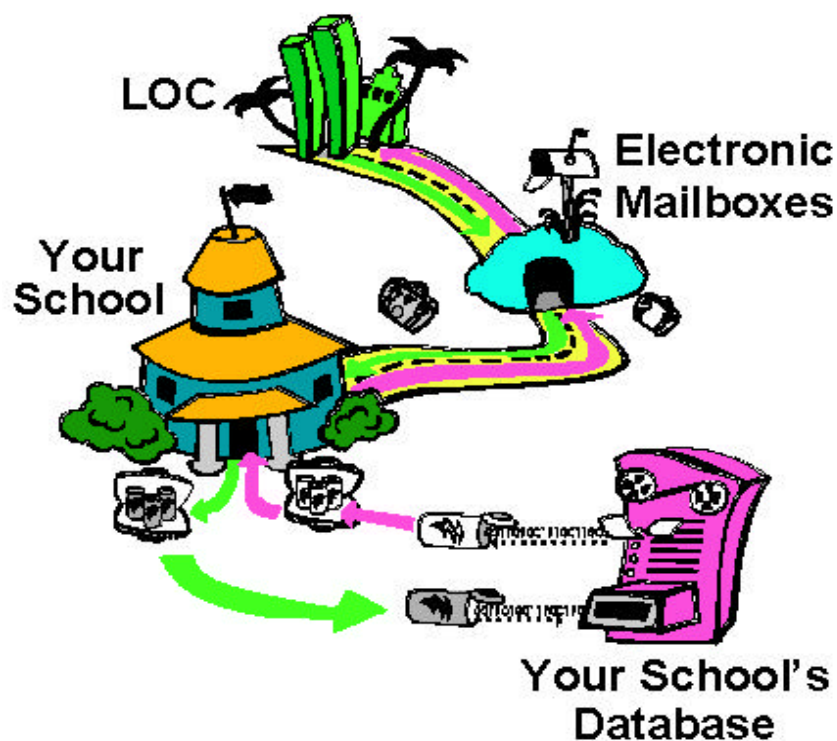
- Participation in the DL Program grew from 10 schools in 1994 to over 1,935 in 2000.
- As of 08/02/00, there were over 2,000 schools in the Direct Loan Program.





Store-and-Forward for Direct Loan System

The 7-Step EDE Process





Contact Us

We appreciate your feedback and comments. We can be reached:

Phone:

Fax:

Email: